



MailChimp



PREREQUISITES

This course will cover how to set-up and manage MailChimp's web based marketing tool

It doesn't matter if you are new to MailChimp or have used it before because this course will cover every feature and tool to ensure you know the possibilities through using practical examples and case studies – We will cover every aspect from ensuring you have the basics in place, best practice and using MailChimp's vast array of features for different email marketing campaigns.

COURSE AIM

This course offers practical guide to getting the most from email campaigns using the latest techniques, tools and best practice with the aim of dramatically increasing lead generation through using proven email marketing strategies and ultimately increase your business profits.

BENEFITS

- You will learn how to use MailChimp to design and create effective email campaigns
- You will learn practical and proven strategies using MailChimp to generate leads & ultimately
- You will learn how to create and implement an email strategy using MailChimp
- You will use MailChimp for advanced list building, segmentation and grouping
- You will learn how MailChimp's automation and behavioural marketing techniques work and how you can use them

COURSE CONTENT

- Understanding the key MailChimp features
- How to build a subscribers – dos and don'ts
- Avoiding abuse reports and being blacklisted
- Lists, Groups and Segments within MailChimp
- How to design effective MailChimp campaigns
- How to drive more traffic to your website
- Little known MailChimp tips and tricks
- How to build a subscriber sign-up form
- Marketing Automation: what are the benefits?
- What to look for within the reports
- How to improve your email marketing results
- And much more

